

## ABSTRACT OF THE DISCLOSURE

This invention allows printing in settings different between the front and back sides of a medium in double-sided printing. When the type of medium or the color/monochrome printing mode changes between front and back sides, a high-quality image is formed by a printing method suitable for each setting. For this purpose, a printing control method of converting original data into print data processible by a printing apparatus includes a setting step of setting a basic setting applied to the whole print data in generating the print data, a double-sided printing setting, and a back-side setting applied to a page corresponding to the back side of a sheet serving as a printing medium in the double-sided printing setting, and a conversion step of converting the data into the print data in accordance with the basic setting and the back-side setting set in the setting step.